

# OREGON *Daily* EMERALD

The Oregon Daily Emerald, official publication of the University of Oregon, published daily during the college year except Sundays, Mondays, and final examination periods. Entered as second-class matter at the postoffice, Eugene, Ore. Member of the Associated Collegiate Press

**BOB FRAZIER, Editor** **BOB CHAPMAN, Business Manager**

**BILL YATES** Managing Editor **JUNE GOETZE, BOBOLEE BROPHY** Co-News Editors

**WALT MCKINNEY, JEANNE SIMMONDS, MARYANN THIELEN** Associates to Editor

**WALLY HUNTER** Sports Editor

**PHYLLIS KOHLMEIER** **HELEN SHERMAN** Assistant Managing Editors **BARBARA TWIFORD** Advertising Manager

National Advertising Manager.....Marilyn Turner  
Circulation Manager.....Billi Jean Riethmiller

Editorial Board: Harry Glickman, Johnny Kahananui, Bert Moore, Ted Goodwin, Bill Stratton, Jack Billings.

## It's Up To You

For the fourth time in the history of Oregon's bills and legislation, the sales tax will come before the voters. On Tuesday, the polls will be open from 8 to 8, with a special polling place provided for University students, where the voters may register their ayes and nays.

This sales tax, according to authoritative sources, will not be a new tax—but rather a redistributed one. Instead of upping property taxes, and state income taxes, which would be necessary because of increased costs of state government, the sales tax would supplement the present incoming funds to an estimated \$22,000,000—the necessary cash. A three-cent-on-the-dollar affair, the proposed tax, if passed by the required two-thirds of the Oregon voters, will be on a pay-as-you-go basis, which may or may not be preferable to the quarterly, semi-annual or annual tax paying setup. The tax would fall, essentially, on all retail purchases except food bought for household consumption, or "food for human consumption off the premises," as the bill states. Excepted from this will be motor fuels, newspapers, religious literature, and some personal property which is not taxable because of federal and state constitutions. Twenty-seven states have sales taxes at this date, with Oregon's neighbors California and Washington in the fold, and Idaho and Nevada outside.

According to statistics compiled from the bill, which was passed by the 44th Legislature under its official title, "Enrolled House Bill No. 460," the tax will be distributed as follows: one-sixth to the 36 Oregon counties, based on their assessed valuations; one-sixth to the cities, based on population; one-sixth to old-age assistance (to make up whatever is lacking in net liquor revenues); one-sixth to schools, based on pupil attendance, and two-sixths to the general fund for general governmental purposes.

The Emerald does not advocate either pro or con policy. It does advocate that every voter registered in Lane county and attending the University investigate the bill further if he feels this information to be inadequate, and vote on the basis of the findings.

The polling place for students will be located in University high school at 16th and Alder streets.

J.B.S.

## High Cost Of Awakening

Coffee (even black coffee) costs 10 cents a cup almost anywhere in the University community. Time was that it cost a nickel. From this we may gather that inflation has hit the Willamette valley, and that the cost of keeping awake has gone up 100 per cent.

This has aroused a degree of criticism, although it has not resulted in any serious decrease in the quantity of coffee consumed by the Oregon student body.

While the Oregon student mutters his hoarse complaints, and orders a second cup (which he can get for a nickel), there are strange things happening in California. In the Los Angeles area, according to the wire services, coffee is selling for three cents a cup at some of the chain drug stores. A coffee tycoon warns that the great American drink may face stiff competition from the 5-cent beverages.

With all this in mind, we engaged the proprietor of our favorite campus bistro in conversation the other day. We talked about business—his.

Coffee, he reports, costs 4¼ cents a cup. He says he can't operate on a ¾ cent profit. Our source, a man of undisputed honesty and character, threw in the following facts about the coffee business. We pass them on for the information of the University's coffee-consuming clique:

Sugar at about \$9.50 the 100-pound sack, is up 25 per cent

over the pre-war level. Coffee, cream, labor, cups, rent, heat, light, gas, oil, and life insurance are also up. The figures are available, but become meaningless after a time.

In the first six days he was open this fall, he lost (or broke) 17 cups. Good china cups cost 65 cents. The pottery jobs don't pay, he says. A little quick mental arithmetic indicates our man would have to sell 1473 cups of nickel coffee before he'd pay, he says. A little quick mental arithmetic indicates our coffee for 10 cents, he need sell only 190 cups to make up this loss, as any fool can plainly see. If we figure the second cup at 5 cents, and that not everybody buys a second cup, then our man's story begins to get a little involved.

Before the war, by the way, these cups cost 18 cents.

Most places which charge a dime for coffee, are willing to throw in a doughnut "free." The doughnut costs about 2½ cents. Take it from there.

Of course there is also the device of running out of doughnuts about mid-morning. This is unfortunate, our man reports, and is not an intentional trick to bilk the customer into coming through with another 2 and ½ cents profit.

The restaurant business, he continues, aims for a 20 per cent mark-up. In August Oregon restaurants realized an average of only 11.3. Furthermore August is a peak month. Things always get slower in the winter. Looking real pitiful our man explained items such as heat and keeping the door closed that don't figure into the summer statement.

Now coke is different. Coke is still a good thing at a nickel. The syrup costs \$1.85 a gallon, and a gallon of syrup makes 132 cokes if you don't spill any, or give anybody too much. Of course, he points out, you might fail to collect from somebody. Coke glasses break, too.

Milk is also a good deal. It costs a nickel and sells for a dime. "People," he comments, "should drink more milk."

That seems to be the story. Coffee at a nickle is a gift item. Our man wonders about a 7-cent cup. He thought about it over the summer, but discarded the idea because of the penny problem.

Our Eleventh street operative, though, reports an establishment in his neck of the woods that still sells coffee for a nickel.

## Publishers Note:

In order to participate in the what-happened-when game, it is necessary for the student to invest in an impressive number of tomes each year so that he too can raise his hand in class. This neat requirement plays right into the publisher's hands, and every year hundreds of thousands of beautifully bound textbooks, awesome in their newness, are distributed among university bookstores to be sold in turn to the eager, knowledge-seeking student. Some of the light dies from his shining eyes when he receives the bill for his beautiful books. Plunking down an average of \$17, he somehow feels these handsomely bound volumes are a little too fine for the rough use he will give them.

For one thing, no one will dispute the fact that it rains quite a bit at Oregon. Covers fade and pages ripple and depreciation sets in at a startling rate. The underlining method, employed by those who have read their "Good Studying Habits" booklet, doesn't add to resale value either. Students find an equally sad situation when they attempt to sell their used texts, only to discover that a newer edition or completely different book has been selected for the course.

Several courses at the University are using 25-cent pocket book editions for outside reading. Last year's Twentieth century literature course used the Modern Library series at 95 cents each for their studies of the novel. These books are well bound and more suitable for student purposes.

We suggest the publishers think about putting out more cheaply bound texts for college students so our minds would not register \$3 or \$5 winging away as one of our books drops into a mud puddle. Lower-priced volumes would also leave something besides lint in our pockets and gaping emptiness in our billfolds at the end of registration.

Of course, for those who use their books strictly as show, we suggest they continue buying the "purty" ones.

M.E.T.

## Old Oregon Changes Hands

Bert Moore is now editor of Old Oregon, replacing Harry Glickman who put out the alumni magazine all last year.

We're sorry to see Harry leave, but if he must, Bert is an excellent choice for the job. Both students are on the Emerald editorial board, and we know them both from years back.

Under Harry Glickman's pen the magazine doubled in circulation, and developed into a publication of interest to persons who were not alumni. But it did not lose its original Webfoot flavor. We think it's pretty good. Glickman, who will graduate in January, is responsible for most of the improvement in Old Oregon.

Bert Moore, who writes a movie column for the Emerald, has distinguished himself as a writer, an oracle of sorts, and a fountain of miscellaneous information. There should be no lowering of Old Oregon standards under the new leadership.

# The Second Cup

By BETTY ANN STEVENS

Proving that a true gentleman always behaves in a gentlemanly fashion, no matter the circumstances, is this tale of Dr. Kurt von Schuschnigg, former chancellor of Austria.

The small, bespectacled gentleman, garbed in undershirt and hanging suspenders, was surprised in his downtown room by reporters. With plu-perfect aplomb he assented to an interview in his "you-all" German accent. Then he bowed low from the waist.

All of which causes one to ponder the reaction of an undergarmented Loretta Young if a reporter walked in and caught her in suspenders. A curtsy, perhaps?

\* \* \*

An imperfect stranger approached Pat King on Thirteenth the other day. "Aren't you at Oregon State?" she burred brightly. Rather defensively, Pat explained that "No, she wasn't going to O.S.C." "Oh, but you told me you were," the stranger persisted. Pat, thinking she had mistaken her for a freshman counsellor, pointed out that she had been here for two years, and had no intention of transferring. Whereup the stranger cheerily threw over her shoulder, "Oh, you must have changed your mind." Piqued, Pat trundled on to her woodlore class.

Even if she had been considering Oregon State, Larry Lau's column on the curriculum Over There would have scotched the idea.

\* \* \*

Campus life, under the G. I. Bill, say most of those who keep a ruptured duck in the upper righthand bureau drawer, is not hay. It's fierce, they tell you, waiting for the eagle to scream. Something new under the heavyside layer, however, was the veteran who insisted that Emerald hall authorities pay him his monthly subsistence in Advance.

## Vice Presidents to Meet

The vice-presidents of all living organizations are asked to meet in the recreation room or Susan Campbell hall Monday at 12:30 p.m.

*"Yours for happier living"*

Come and Get 'em . . .

You Don't Learn That in School  
Meet Me At No Special Place  
King Cole Trio

Red Silk Stockings and Green Perfume  
Jiminy Crickets  
Ray McKinley

If I Had My Life to Live Over  
My Adobe Hacienda  
The Dinning Sisters

Across the Alley From the Alamo  
There Is No Greater Love  
Stan Kenton

Sunrise Serenade Through  
Tex Beneke and Miller Orch.

**Record Bar**  
APPLIANCE CENTER

70 West Tenth Ph. 5266